

America's Favorite Cigarette Break.

Benson & Hedges 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Regular: 16 mg. "tar," 1.1 mg. nicotine,
Mild: 10 mg. "tar," 0.8 mg. nicotine,
av. per cigarette FTC Report, Aug. '72.



Menthol or Regular



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Pg. 4/c 81
Family Circle-April '73
Wells, Rich, Greene, Inc.